Application Number: MC/15/3327

Site Address: UNIT 10 HEMPSTEAD VALLEY SHOPPING CENTRE, HEMPSTEAD VALLEY DRIVE, HEMPSTEAD, GILLINGHAM, ME7 3PD

Recommendation

Approval subject to Conditions

For the reasons for this recommendation for approval please see Planning Appraisal Section and Conclusions at the end of this report.

Proposal

This application seeks full planning permission for the installation of a new shopfront to Unit N8, otherwise referred to as Unit 71, which is one of the new units located within phase 1 of the Hempstead Valley redevelopment scheme. The phase 1 development is located on the site of the former Mc Donald's restaurant building, which has previously been used as a car sales unit. The phase 1 development area is located to the south of the main shopping complex and north west of Sharsted Way. The Sainsbury's petrol filling station is located to the north-east.

Unit N8 faces south-west towards the car park and north-west towards the one of the main entrances of Hempstead Valley Shopping Centre. The new shopfront is to be constructed from aluminium curtain walling finished in RAL 7048 Mouse Grey with double entrance doors and sliding glass sections. The shopfront would have generally clear glazed panels with internally applied removable window decals. The vertical emphasis of the shopfront is expressed by the use of mullions.

The entrance has been designed with level access and entrance doors in accordance with Building Regs.

Relevant Planning History

Related to this unit (Unit N8, also known as postal address unit 71)

MC/15/3328	Advertisement consent for 3 internally illuminated fascias and 1x internally illuminated menu board Decision - Current - Not yet determined
MC/15/3326	Retrospective application for advertisement consent for 3 x internally illuminated fascia signage and 1x internally illuminated menu board. Decision - Current - Not yet determined
MC/14/3706	Variation of condition 2 to allow a minor material amendment to planning permission MC/12/1873 -as previously varied by MC/13/1491 - to provide amended units sizes Decision - Approved 23 February 2015

MC/14/1411	Application for non-material amendment to planning permission MC/13/1491 for reduction in size of unit N09 and increase in size of unit N08 within the approved footprint; store to unit N10 incorporated within the former unit N09 and replaced by a free standing substation; improvements to roof access Decision Approval With Conditions Decided 18/06/2014
MC/13/1491	Variation of condition 2 to allow a minor material amendment to planning permission MC/12/1873 - Increase of size of unit N12; rearrangement of layout of unit N20; alteration to make single storey store for unit N10; relocation of fire escape; reduction of size of unit N8; relocation of community centre and management suite entrance and canopy extended Decision Approval With Conditions Decided 23/09/2013

History related to adjoining units

MC/15/1866	Advertisement Consent for installation of 2 non illuminated fascia boards with internally illuminated lettering Decision - Current - Not yet determined
MC/15/0706	Advertisement consent for the installation of two internally illuminated fascia sign and one internally illuminated menu free standing menu board Decision -Approved Decided 05/05/2015
MC/15/0650	Installation of new shopfront, planter and provision of external seating area. Decision -Approved Decided 05/05/2015
MC/14/3579	Advertisement consent for installation of 2x internally illuminated fascia signs, 1no internally illuminated menu case and 1no internally illuminated window sign Decision Currently under consideration

Representations

The application has been advertised on site. No response has been received.

Development Plan

The Development Plan for the area comprises the Medway Local Plan 2003. The policies referred to within this document and used in the processing of this application have been assessed against the National Planning Policy Framework 2012 and are considered to conform.

Planning Appraisal

Principle

The application site is located within an urban area of Hempstead within a designated District Shopping Centre (See Policy R7 of the Medway Local Plan). This proposal is for the installation of a new shopfront within unit N8, which is one of the new units located within phase 1 of the Hempstead Valley redevelopment scheme.

With the exception of Policy R7, which relates to extensions to the retail floorspace and improvements to existing facilities, there are no policy restrictions on the site and therefore the principle of the new shopfront is considered acceptable.

Street scene and design

The application site is located within retail surroundings. It is considered that the proposed shop front has been designed in accordance with the overall concept of the phase 1 redevelopment which has a modern appearance. The colour finish to the shopfront has been confirmed as RAL7048 (Mouse Grey). It is not considered that the shopfront would detract from the appearance of the street scene, nor would it have a detrimental impact on the wider surrounding area in general. The proposed shopfront is considered to accord with Policies BNE1 and BNE9 of the Medway Local Plan 2003.

Neighbours' amenities

Given that the application site is set within an area specifically designed for retail purposes and that the shopfront proposed would face the existing centre and parking area, it is not considered that the development proposed would result in any loss of neighbouring amenities, especially in terms of loss of outlook, daylight, privacy and overshadowing. This application is therefore in accordance with Policy BNE2 of the Medway Local Plan 2003.

Highways

The shopfront is proposed to be located in a position, which primarily faces into site. The shopfront is largely glazed and it is considered not to have a distracting influence on highways or pedestrian safety. As such the development is considered to be acceptable when assessed against Policy T1 of the Medway Local Plan 2003.

Local Finance Considerations

None relevant to this application.

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Conclusions and Reasons for Approval

The proposed shopfront is considered to complement the appearance of the property and the surrounding street scene. On this basis, the proposal is considered to accord with the above mentioned policies and is recommended for approval.

See draft decision notice